MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BBT3014 – BUSINESS RESEARCH METHODS

(All sections / Groups)

8 MARCH 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages with 4 Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a) Social theories can be divided into three broad groupings by the level of social reality on which they focus. Discuss **THREE (3)** of the level in detail with **ONE (1)** example for each.

(15 marks)

b) List the **FIVE (5)** characteristics of causal hypotheses. (5 marks)

(Total: 20 marks)

QUESTION 2

a) We accept as true those that personally happen to us. However, there are few identified errors with personal experience. Discuss the **FOUR (4)** identified errors and provide **ONE (1)** example for each error.

(12 marks)

b) As a research officer for X University, Joshua faces a problem to establish the credibility of findings with reliable measures for his study. Explain the **FOUR (4)** alternative ways to help Joshua to improve reliability of measurement in his study.

(8 marks)

(Total: 20 marks)

Continued ...

QUESTION 3

a) Survey can provide us with accurate, reliable and valid data, but to do this they require serious effort and thought. Discuss the **FIVE (5)** ethical issues that are most important in survey research.

(10 marks)

b) A research report is a written document that communicates the methods and findings of a study to others. Explain the **THREE (3)** steps of writing a research report.

(10 marks)

(Total: 20 marks)

QUESTION 4

Prof. Justin and his team conducted a study on customers' satisfaction toward Telecom industry in Malaysia. In their study, they suggested factors such as customer services, price, network quality, and product diversity influence customers satisfaction with telecommunication organisations. A self-reporting questionnaire was developed and disseminated to 500 respondents in which 460 completed copies were returned. The data collected were recorded and analysed by using SPSS.

a) Based on the above scenario, develop a research framework. (10 marks)

b) Based on the research framework constructed in (a), develop the hypotheses.

(8 marks)

c) If Prof. Justin and his team wish to test the research framework among the telecommunication organisations in Klang Valley area using simple random sampling technique, describe the complete sampling process.

(10 marks)

Continued ...

d) The following are the output of the multiple regression analysis that the team conducted.

Independent variable	Unstandardised coefficients		*t*-tailed	Sig.
	B	**Std. error**		
Constant	0.369	0.285	1.311	0.195
Customer services	0.466	0.052	8.947	0.000
Price	0.042	0.058	0.699	0.488
Network quality	0.383	0.047	8.263	0.000
Product diversity	0.116	0.055	2.145	0.032

$R = 0.705$; $R^2 = 0.513$; $F = 46.752$; Sig. = 0.000

i) What can you conclude from the coefficient of determination (R^2)?

(2 marks)

ii) Is the model a good model? (2 marks)

iii) Which factor is found insignificant for the study? Explain your answer.

(2 marks)

iv) Write a short report based on this result. (6 marks)

(Total: 40 marks)

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